

PARAPHRASING

What does paraphrasing mean?

- Paraphrasing is the expression of the ideas of others by rephrasing the original in your own words.
- It is a way of avoiding plagiarism when borrowing from a source.
- It is a restatement of the ideas in the original source and includes the same information/details.

Why is paraphrasing useful?

- It is more effective than directly quoting directly from the original text.
- It helps resolve the problem of over-quoting.
- The process of paraphrasing aids in achieving a fuller understanding of the original text.

Steps to paraphrasing sentences/paragraphs effectively:

1. Before you paraphrase, it is essential that you fully understand the ideas and concepts of the original text.
2. Make notes:
 - Only main ideas or ideas that are important to your assignment
 - Express the ideas of the original text in your own words, and write in as few words as possible. Do not copy complete sentences (this will help you paraphrase better later).
3. Write the bibliographical details now, so you can cite and reference your material later.
4. It is important to develop your position and viewpoint, and then outline your work *before* you write. Also, paraphrase material used fully into your own style, words and grammar. Otherwise you are likely to end up with a voice that changes between paragraphs.
5. Circle the specialised/technical words. It will be necessary to include these in your paraphrase because without them, the meaning will probably not be clear. Specialised/technical words are words which belong to a specific field. For example, in the sample original text provided below, the words *marketing strategies*, *planner*, *segmenting*, *management*, and *marketers* are all words which belong to the field of Marketing and therefore do not need to be changed.
6. Underline any words that can be substituted with a synonym.
7. Use a thesaurus to find words and phrases that substitute the original ones as accurately as possible.
8. Put the original away. Write your paraphrase using only your notes. When paraphrasing, it is not enough to merely substitute words; you must also change the structure of the original text, but keep the meaning and the attitude taken in the original. Remember to cite the original source.
9. Write the sentence(s) using your own words and change the sentence/paragraph structure.
10. Use quotation marks to distinguish any terms or phrases that you have used exactly as they appear in the original source.
11. Compare your paraphrase with the original to ensure that it expresses the same ideas and attitude that are expressed in the original.
12. Do not include your own opinion or comments as this would change the meaning of the original and would result in ideas being wrongly attributed to the author. However, your choice of reporting verb can be used to convey your attitude towards that idea.

Here is a list of possible reporting verbs indicating, from **your viewpoint**:

- a belief that the literature is correct
- a neutral attitude towards the veracity of the literature (i.e. neither correct nor incorrect)
- a belief that the literature is incorrect.

Student's attitude towards the literature being cited:	Correct	Neutral		Incorrect
<p>Reporting verbs</p> <p>These are usually in 3rd person singular or plural simple present tense form.</p> <p>Examples: Brown (2004) explains ... Smith and Bull (2003) explain ...</p>	<p>acknowledges defines demonstrates explains identifies observes outlines shows throws light on</p>	<p>adds argues claims clarifies concludes describes expresses feels finds</p>	<p>indicates informs presents proposes remarks reminds reports states uses</p>	<p>confuses disregards ignores</p>

Examples:

Smith (2011) **acknowledges** the deficiencies of the project.

Brown (2010) **argues** that marketing strategies play a much more significant role than has been acknowledged.

White (2008) **ignores** a major deciding factor.

PARAPHRASE SAMPLES

Compare the original text and the two paraphrases of it.

Original Text

The development of successful marketing strategies depends to a large extent on the planner's ability to segment markets. Unfortunately, this is not a simple process. Segmenting usually requires considerable management judgment and skill. Those marketers who have the necessary judgment and skill will have a real advantage over their competitors in finding profitable opportunities.

Source: McCarthy, E. J., Perreault, W. D. Jr & McGuiggan, R. L. 2000, *Learning aid to accompany basic marketing*, 2nd edn, McGraw-Hill, Sydney, p. 4.11.

Paraphrase 1

Successful developing of marketing strategies is dependent to a great extent on the ability of the planner to segment markets. However, this process is difficult. Segmenting usually requires significant management judgment and skill. Only marketers who have the necessary judgment and skill will have a true advantage over their competitors in obtaining profitable opportunities (McCarthy, Perreault & McGuiggan 2000).

Note: Paraphrase 1 is not acceptable because it follows the sentence structure of the original too closely and simply substitutes some of the words with synonyms.

Original text	Paraphrase 1
The development of successful marketing strategies depends to a large extent on the planner's ability to segment markets. Unfortunately, this is not a simple process.	Successful developing of marketing strategies is dependent to a great extent on the ability of the planner to segment markets. However, this process is difficult.
Segmenting usually requires considerable management judgment and skill. Those marketers who have the necessary judgment and skill will have a real advantage over their competitors in finding profitable opportunities.	Segmenting usually requires significant management judgment and skill. Only marketers who have the necessary judgment and skill will have a true advantage over their competitors in obtaining profitable opportunities

Original text	Paraphrase 1
Those marketers who have the necessary judgment and skill will have a real advantage over their competitors in finding profitable opportunities. →	Successful developing of marketing strategies is dependent to a great extent on the ability of the planner to segment markets.
Unfortunately, this is not a simple process. →	However, this process is difficult.
Segmenting usually requires considerable management judgment and skill. →	Segmenting usually requires significant management judgment and skill.
Those marketers who have the necessary judgment and skill will have a real advantage over their competitors in finding profitable opportunities. →	Only marketers who have the necessary judgment and skill will have a true advantage over their competitors in obtaining profitable opportunities

Paraphrase 2

According to McCarthy Perreault & McGuiggan (2000), the planner's level of competence in the complex procedure of the segmentation of markets is a deciding factor in the success of market strategy development. Thus, high levels of management assessment and aptitude are necessary for marketers to truly gain a competitive advantage in procuring lucrative opportunities.

Note: Paraphrase 2 is acceptable because the sentence structure has been changed and words have been substituted.

Original text	Paraphrase 2
The development of successful marketing strategies depends to a large extent on the planner's ability to segment markets. Unfortunately, this is not a simple process.	According to McCarthy et al. (2000), the planner's level of competence in the complex procedure of the segmentation of markets is a deciding factor in the success of market strategy development.
Segmenting usually requires considerable management judgment and skill. Those marketers who have the necessary judgment and skill will have a real advantage over their competitors in finding profitable opportunities.	Thus, high levels of management assessment and aptitude are necessary for marketers to truly gain a competitive advantage in procuring lucrative opportunities.

Original text	Paraphrase 2
The development of successful marketing strategies →	in the success of market strategy development.
depends to a large extent →	is a deciding factor
on the planner's ability to segment markets. →	the planner's level of competence in the segmentation of markets
Unfortunately, this is not a simple process. →	complex procedure
Segmenting usually requires significant management judgment and skill. →	Thus, high levels of management assessment and aptitude are necessary
Those marketers who have the necessary judgment and skill will have a real advantage over their competitors in finding profitable opportunities. →	for marketers to truly gain a competitive advantage in procuring lucrative opportunities.

Sources:

Academic Skills Unit 2012, *Reporting verbs*, Australian Catholic University, viewed 28 September 2012, <http://students.acu.edu.au/office_of_student_success/academic_skills_unit_asu/academic_referencing/reporting_verbs/>.

Learning Lab 2012, *Paraphrasing (tutorial)*, RMIT University, viewed 28 September 2012, <<http://emedia.rmit.edu.au/learninglab/content/paraphrasing-tutorial>>.

McCarthy, E. J., Perreault, W. D. Jr & McGuiggan, R. L. 2000, *Learning aid to accompany basic marketing*, 2nd edn, McGraw-Hill, Sydney.

The Writing Lab 2012, *Paraphrase: write in your own words*, Purdue University, viewed 28 September 2012, <<http://owl.english.purdue.edu/owl/resource/619/1/>>.

